



COLORADO CHAMBER OF COMMERCE

For business. For Colorado. For tomorrow.

Colorado Chamber of Commerce Employment Opportunity

Director, Communications

The Colorado Chamber of Commerce is a statewide business advocacy organization that represents thousands of individual businesses of all sizes and industries. The Chamber's mission is to be a unifying voice for business and champion a healthy economic climate to secure Colorado's future.

Position Description

The Colorado Chamber of Commerce is seeking a Director of Communications. This person will direct and execute general communications, media relations, digital marketing, social media, public relations and other functions to increase awareness of the Chamber and its work. This person will serve as a communications leader at the Chamber, participating in high level strategies and projects that advance the organization's mission and advocacy efforts on behalf of the statewide business community.

This position will report to the Chief Strategy Officer and Senior Vice President of Communications.

Major Duties and Responsibilities

- Lead and implement communications strategies in collaboration with the SVP of Communications to promote and enhance the Chamber's brand, broadening awareness of its initiatives and priorities, and increasing the visibility of its programs across key audiences. Identify areas for growth and engagement for the organization.
- Independently direct and manage senior-level communications and media coordination for major projects and signature Chamber initiatives.
- Manage, maintain and grow the Chamber's social media presence, including building the content calendar, drafting posts, and keeping up with trends and best practices. Develops social media strategy across all platforms, keeping up with best practices, how platforms evolve, brand performance and social analytics.
- Craft strategic messaging for Chamber advocacy efforts, event marketing and membership attraction that aligns with the organization's vision and mission.
- Prepare Chamber spokespeople for media interviews and serve as a spokesperson as needed. Develop key messaging materials, including talking points and Q&A.
- Identify opportunities for positive media opportunities, pitch stories to the press, and develop creative campaigns to enhance the Chamber's reputation.

- Oversee the development of Chamber publications, including but not limited to its annual report, legislative agenda, alliance documents and foundation impact report. Assist in developing Chamber social media graphics and other marketing materials using Canva.
- Work closely with the Chamber's governmental affairs team on advocacy communications for political and legislative issues. Craft content to engage in legislative issues and mobilize grassroots support.
- Assist events team in marketing the Chamber's signature events, promoting to the press and implementing comprehensive social media strategies. Ensure the Chamber meets marketing obligations to key sponsors of events. Assist in event program development, live social media coverage, and branding for each unique event.
- Partner with Chamber membership team to identify opportunities to attract new members and engage with current members. Oversee regular communications campaigns to highlight and recognize Chamber members.
- Assist in the content development, branding and promotion of Chamber-owned media, including its podcast and digital news publication.
- Align Chamber departments and staff on Chamber brand identity and standards, ensuring cohesion across the organization. Proofread and copyedit marketing materials across departments to ensure consistency with brand guidelines.
- Draft press releases, media advisories, blog posts, social media content and other communications materials. Help develop and maintain Chamber press lists. Monitor Chamber print and broadcast media coverage.
- Manage communications vendor relationships, including but not limited to web maintenance, digital grassroots tools, media monitoring services, and creative agencies.

Qualifications and Experience

- Bachelor's degree related to communications, marketing, journalism, business, or political science.
- Minimum 7+ years progressive experience in communications. Previous experience in public policy, advocacy and/or journalism is a plus.
- Background in media relations. Prior spokesperson experience preferred.
- Strong understanding of evolving social media platforms and best practices.
- Excellent writing skills, including the ability to convey compelling messages and simplify complex topics into simple, digestible content.
- Familiarity with the role of chambers of commerce and membership-based nonprofit organizations.
- Relationship-building and collaboration skills.
- Understanding of policy issues related to the Colorado business community and familiarity with the state legislative process.
- Passion for the Colorado Chamber's mission and supporting the broader business community.
- Familiarity with communications tools such as Canva and Wordpress is a plus.

Salary Range and Benefits

This is a full-time position with an annual salary range of \$100k - \$120k, not including annual bonus and other benefits. Benefits are as follows:

- Medical health insurance; Dental insurance; Vision insurance
- 401(k) Retirement Plan & employer match

- Group Term Life & Accidental Death & Dismemberment Insurance
- Short-term and long-term disability insurance
- Monthly parking or a travel allowance to the Chamber office

Paid Time Off:

- Holidays – 11 days per calendar year
- Vacation – 10 days accrue per calendar year and increases based upon years of service
- Sick Leave / Personal Leave / Family and Medical Leave

Interested candidates may submit their resume to Laura Moss at lmoss@cochamber.com.